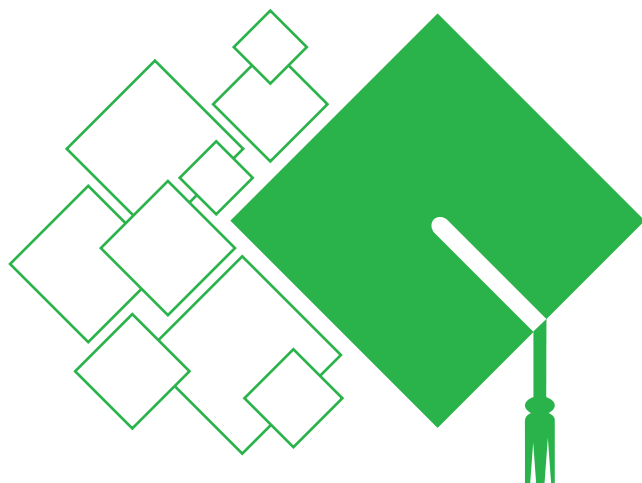


# Global Alumni Relations Course

Created by Gretchen Dobson, a globally recognized leader in International Alumni Services, the Global Alumni Relations Course is your guide to building a lifelong relationship with your international alumni.



The Global Alumni Relations Course aims to improve the engagement of your institution's network of internationally affiliated alumni, students, faculty, staff, community, and key partners to support and advance institutional priorities.

The e-learning course provides an overview of global alumni relations and why your organization should invest in developing a global alumni relations strategy.

It is suitable for university, college and school administrators, promotional and regulatory agency staff and others who are interested in learning how to establish and maintain an engaged group of international alumni and brand ambassadors.

## *12 Module eCourse*

This course consists of 12 modules. Topics include:

- Planning a Strategy
- Budgeting
- Volunteer Management
- International Database Management
- Trends in Mobility, Employability, Partnerships and Fundraising Activities

You will learn to:

- Understand the motivations for engaging your alumni network
- Determine the value propositions for your organization
- Assess your readiness to act sustainably with available resources

*For an annual subscription of US\$995, you receive two (2) seats for this 12-module online professional development seminar.*

Your team will also have access to a library of best practice recommendations, updated case studies and planning templates. Subscribers will also be able to purchase Academic Assembly's custom coaching and strategic planning services.



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Managing Global Operations, One Piece at a Time.

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## **Module 1: Setting the Context: from Purpose to Value Proposition**

Sets the context for the course by answering these fundamental questions: Why do institutions care about global alumni relations? What are the motivations for engaging alumni, families, donors, and friends abroad? What is required to get started?

## **Module 2: Database Reboot**

Responds to the ongoing challenges of international database management.

## **Module 3: Staffing Global Alumni Relations**

Reviews the role of international alumni relations officers, the advantages of “cross-training” and opportunities for international alumni relations officers to lead cross-institutional working groups.

## **Module 4: Budgeting for Global Alumni Engagement**

Outlines several principles and models for establishing alumni relations budgets and resourcing this critical area.

## **Module 5: Communicating your Alumni Brand**

Introduces key elements associated with alumni brand management and the importance of culture and how the practice of brand promotion may need to be customized to fit local norms.

## **Module 6: Global Volunteer Management Part 1**

Defines the “5 I’s” of international volunteer management, a framework to build and sustain alumni participation and support.

## **Module 7: Global Volunteer Management Part 2**

Showcases best practices for managing alumni volunteers abroad and brings to light the importance of families and other key allies.

## **Module 8: Global Alumni and Students**

Presents several opportunities and examples of how a global alumni relations program and the international (and domestic) student experience are mutually enhanced when functional areas collaborate.

## **Module 9: Global Alumni and Faculty/Staff Relations**

Provides best practices for building mutually valuable relationships with faculty and staff both on campus and on the road.

## **Module 10: Evaluation, Assessment and Continuous Improvement**

Suggests best practices for measuring the impact of global alumni relations and guidelines for continuous improvement.

## **Module 11: Global Alumni Relations and the Employability Agenda**

Responds to the definition of “employability” with examples of how international alumni play a key role in preparing the next generation of global leaders.

## **Module 12: Global Alumni Relations & Government Partnerships**

Builds a case for greater collaboration between educational institutions and the public sector as governments help lead the way in promoting reputation and global brand ambassadors.

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